

## STRATHMORE TOWN COUNCIL HELD REGULAR MEETING

**FRED A. COTT**  
—101—  
On Wednesday afternoon of last week the funeral of the late Fred A. Cott was held in Calgary where the services were conducted by Rev. Mr. Howe and Rev. T. B. Winter and was attended by a large number of friends.

The Pall Bearers were A H Shrimpton, T Glendinning, R A Gray, H S B Chamberlain, Spencer Hughes and W Gray.

Among the Goral tributes were the following:

Wife, Son and Daughter; Mother, Brother and Sisters, England; Florrie and Harry; Spence and Edna; Mr and Mrs Hayward, England; Mr and Mrs John Taylor and Family; Mr and Mrs O Wright; Mr and Mrs Ian McKenzie; Mr and Mrs D N Gardiner, Mr and Mrs W A Freeman; Mrs Dougan and Family; Mr and Mrs D A Perry; St Michael and All Angels' Guild; Mr and Mrs A Watson; Mr and Mrs B McKinnon; Mrs A McLean and Family; Mr and Mrs S Ver-

weire; Mr and Mrs Kellinger and Family; Mrs Bunnings, Jack and Bert; J Seeley and Family; Mr and Mrs Ben Fessenden and Gladys; Mr and Mrs J Van Tighem Audrey and Leonard; Mr and Mrs S C Sorenson; Mr and Mrs Gorman and Family; W H Colley; Mr and Mrs Gosholtz, John, John

Mr and Mrs G T Berry and Family;  
Mr and Mrs H McGregor and  
Family; Mr and Mrs H Groves and  
Family; Mr and Mrs A E Ashley;  
Mr and Mrs S Korek; Mr and Mrs  
Stan Korek; Mr and Mrs A Peter-  
son; Mr and Mrs W H Risdon and  
Family; Mr and Mrs W Keeler;  
Mr E Bartelen; Mr and Mrs M

Verweire; Mr and Mrs Joe Bartelen; Messrs White & Gray; Mr and Southhall; Mr and Mrs John Taylor and Family Berta Vale; Mr and Mrs Ridley; Mr and Mrs J Sharp; Mrs Pritchard and Family; Mr and Mrs Swenson and Family; Mr and Mrs E W R Lambert and Family; Messrs Barbor

& Graddock; Mr and Mrs T E Wright; Mr and Mrs C Keeling and Family; Mr Crowther; Mr and G Snaith; Mr and Mrs Melissa; Mr and Mrs E England and Family; Mr and Mrs D England; Mr and Mrs F Stangler; Mr and Mrs Sweetman and Family; Burns & Company, Ltd; Mr and Mrs Chas.

Kinnett; Mr and Mrs Arthur Kinnett; Mr and Mrs Ted McCuneil; Mr and Mrs Shrimpton Helen and Douglas; Mr and Mrs H J Anderson and Family; Mr and Mrs C W Chase, Leo, Anson and Margaret; Mr and Mrs Wm. Otto; Mr and Mrs J McLean; The Mercer Family; Mr and Mrs Patterson; Mr and Mrs A. Biernon;

Mr and Mrs L J Garrison; Mrs White, Mrs Marcum, Maude and Mildred; Canadian Legion, Strathmore; Mr and Mrs J H Miner; Mr and Mrs Roy Miner; Mr and Mrs Walter Miner; U F W A Nightingale; G R A Strathmore; The Strathmore Curling Club; Strathmore Free Masons. A F A

A M: The Strathmore Town Council.

Several beautiful hymns were rendered of which were "Forever With The Lord" and "When The Roll Is Called up Yonder I'll be There." Mr Lydiatt also sang a very nice solo "One Solemn Thought."

COMING  
EVENTS

Mr Melville Anderson of Ander-  
son & Melson, District Spectator

son & McLean, Sight Specialists, of 224 8th Ave West Calgary will make his regular monthly visit to the Strathmore Pharmacy, Friday, March 18th. Twenty years experience in Calgary and regular visits to Strathmore assure you of satisfaction.

The regular monthly meeting of the local Chapter I O D E will be held Monday March 21st at 8 p.m. in the Memorial Hall. A good attendance is urgently requested.



## Holeproof Hosiery

FOR SPRING JUST ARRIVED  
Including new patterns—

COTTONS, LYSLES and SILKS with or  
without elastic top... **.50 .75 \$1.00**

Other makes at **.25 and .35**

Work Gloves for spring in extra good  
Peccary Hog and Fine Horsehide at  
per pair **.45 .75 \$1.00 and \$1.50**

New lot of Greb Work Shoes at  
per pair **\$2.95 — \$3.95 — \$4.50**

**Thos. E. Wright**  
Men's Better Wear

## THE King Edward HOTEL

THE PLACE WHERE WE WANT YOU  
TO FEEL AT HOME

We endeavour to please and aim to give  
Service and Courteous Treatment  
**FRANK MILLER, Proprietor**

## Spring Cleaning

Our stock is now complete for house  
cleaning.

PAINTS, VARNISHES, ENAMELS,

FLOOR PAINT, ALABASTINE

BRUSHES, Agents for Empire Wallpaper.

## STRATHMORE HARDWARE

"The Store of Quality and Service"  
**M. A. RELLINGER, PHONE 54**

## SPORT

BIG LEAGUES READY TO GO

New York—Those baseball  
players who, during the past few  
weeks, have been whiling away  
their time playing bridge and  
chess, will soon start  
earning their salaries when the  
1932 major league exhibition season  
swings under way.

A few teams already have  
jumped the gun with games, and  
others might have been played  
were it not for late weather.  
But the season gets its start  
with five games here-to-day,  
involving eight major clubs.

Exhibition baseball serves three  
purposes. It whips the regulars  
into shape, forms a set of final exam-  
inations for the rookies and assists  
in paying training camp expenses.  
Babe Ruth, still unsigned, will be  
absent from the Yankees' starting  
lineup when the New Yorkers take  
the field at St. Paul's park against  
the Braves. The Yanks starting  
lineup follows: Hill 1; Satter-  
er 2; Chapman 3; Gehrig 4;  
Sickler 5; Lary 6; Crosetti  
7; Padden 8; Andrews, Brown  
and Murphy, pitchers.

Thus the Yanks will be playing  
with an experimental infield, ex-  
cept for Gehrig, Lyn Lary, who  
played shortstop last season is at  
third. Frank Crosetti, the \$75,000  
"beauty" who was bought from  
the San Francisco club will be at  
short, and Jack Satterer, the  
expensive St. Paul purchase will  
have over the second sack.

Rabbit Maranville is the only  
Braves regular who is not slated  
to start. The Braves also will de-  
pend mainly on rookie pitchers  
with Fred Frankhouse being the  
only regular Boston hurler in the  
lineup.

The most interesting of the cur-  
rent training camp rivalries is  
the 48 game series between the  
Chicago Cubs and New York  
Giants at Los Angeles. Since both  
are contenders for the National  
league pennant the outcome of the  
series will have an important  
bearing on race predictions.

A feature of the series will be  
the showing of Lou Koonce, un-  
tried rookie outfielder. Manager  
McGraw appears to have become  
"sick" on Koonce's ability be-  
cause he recently announced that  
the outfield of Ott Lindstrom and  
Koonce will be regular this season  
with no switching for pitchers.

The Cubs meanwhile are enter-  
ing interest on third base and sec-  
ond base rookies. Hack and Her-  
man, Chicago has a veteran out-  
field made up of Richmond, Cap-  
ler and Stephenson. The Cubs will  
play 30 or more exhibition games  
before arriving at Cincinnati to op-

## HEARD ON THE STREET

We're getting beans for dinner  
And beans again for lunch;  
The family dog grows thinner  
We're all on rations thinner,  
Since father got his cut.

Father's out his car, car,  
The cat drinks watered milk,  
Mother's dressed in calico,  
(Where once she dressed in silk),  
Since father got his cut.

Junior's out his hompope,  
Grand-dad's out his smoke,  
Grandma's out her peppermints  
In fact, we all are broke,  
Since father got his cut.

Why—this paper advertises  
sustained shirts. What are they  
like I wonder?

Hubbard—Just like mine.

Herb applied for a job at Carl  
Brown's cafe.

"How much will you give me?"  
Eight dollars a week; but what  
can you do to make yourself use-  
ful around a restaurant?

"Anything," said Herb.

"Will you dress a chicken?"  
Not on \$8 a week," said Herb,  
got to buy gas for Jim Ballie's car  
when I use it."

Deacon Perkins (interrupting  
sermon)—Phaeton, Ah, warden you  
would give us de definition of  
perseverance."

Parson—Brawlers and sisters  
Deacon Perkins dems axed me to  
define perseverance; it means,  
finally, (to take hold) secondly (to  
hold on) thirdly and lastly (to  
never leave go)."

An exchange remarks: Divorce  
comes, not when they are tired of  
each other but generally when  
they are not tired of someone else.

"Louise has a very difficult job  
in the play."

"Difficult? Why, she hasn't a  
word to say."

"Well, what could be more dif-  
ficult than that?"

on the season April 12.

With the exhibition season start-  
ing off the holdout situations of  
the Yankees and the Brooklyn  
Dodgers assume immense im-  
portance. A right fielder is involved in  
each case. With Colonel Ruppert  
on his way south, the Ruth salary  
dispute is virtually certain to be  
settled amicably. But if it isn't  
there will be considerable excite-  
ment.

Babe Herman, Brooklyn's right  
fielder is one of the most deter-  
mined holdouts in recent baseball  
history. Apparently he will still  
be a holdout when the major league  
season has started.

Counsel for the defendant in a  
criminal case had made an elo-  
quent speech, bringing tears to  
the eyes of many in court, but the  
jury, composed of hard-headed  
men on whose ears oratory and  
sentiment fell like snowflakes on  
a warm chimney, were unmoved.

Counsel for the prosecution, ris-  
ing to reply took their measure at a  
glance. "Gentlemen," he said,  
"let it be understood to begin with  
that I am not boring for water!"

When Mose was told that poor  
Harris had been shot dead by  
Judge Hicks while he was stealing  
the Judges chickens, he merely re-  
plied: "Oh well, it might have  
been worse."

"How could it be worse?" Indig-  
nantly asked the informant. "Poor  
Harris dead. De Judge just natch-  
ally blow de head right off of him.  
What could be worse dan dat?"

"It might have been worse," re-  
peated Mose. "If de Judge fire off  
de gun de night before, he might  
have blow de head off of me!"

Blanks—It was a great sight!  
But I don't mind confessing I en-  
ded up in a police station!

Jinks—You were lucky old man  
I found my way home.

The father of Success is Work.  
The mother of Success is Ambition.  
The oldest son is Common-  
sense. Some of the other boys are  
Perseverance, Honesty, Thorough-  
ness, Foresight, Enthusiasm and  
Cooperation. The baby is Oppor-  
tunity. Get well acquainted with  
the "old man" and you will be able  
to get along pretty well with the  
rest of the family.

After a young lawyer had talk-  
ed nearly five hours to a jury who  
felt like lynching him, his oppo-  
nent in the case, a grizzled old vet-  
eran of the legal cockpit, rose,  
smiled sweetly at the judge and  
jurymen and said:

"Your Honor, I will follow the  
example of my young friend who  
has just concluded and will sub-  
mit the case without argument."

Do you know why there are  
more automobiles wrecks than  
train wrecks?

Because the fireman isn't al-  
ways hugging the engineer.

Head of Business College—In  
teaching shorthand and typewrit-  
ing, we are strong for accuracy.  
Inquirer—How are you on  
speed?

Head of Business College—Well  
of last year's class, six married  
their employers within six months.

## Ford New Car Prices Greatly Reduced

	Reduced	NOW
Coupe	\$100	\$686
Tudor Sedan	\$100	\$686
Fordor Sedan	\$120	\$790
Town Sedan	\$160	\$805
5-Passenger Victoria	\$200	\$699
5-Passenger Phaeton	\$200	\$714
Roadster	\$119	\$695

PRICES Delivered at STRATHMORE  
Why buy a high-priced used car when new  
Cars are so low?

**Hughes Motors**

## FRASER'S TINSHOP

AGENTS FOR—  
**BEATTY BROS PUMPS**  
Litter Carriers and Hay Tracks  
Galvanized Pipe Pump Rods and couplings  
in Stock. **PROMPT SERVICE**

**A. Fraser**

## A Coal Bargain

YOU KNOW MERCURY COAL  
THAT MEANS GOOD COAL  
Delivered ON CO.

MERCURY, MIXED LUMP, \$4.50  
MERCURY DOUBLE SCREEN LUMP \$7.50  
**CHAS. KEELING PHONE 72**

## Our Fruit Loaf Special

Made a Real Hit. Order Friday and have it  
saved for Saturday—Price **.10**

LOOK—Another Special,  
**CHERRY NUT LOAF .15**

Puff Pastry, Whipped Cream Filling  
**DON'T GET DISAPPOINTED. ORDER  
YOUR HOT X BUNS EARLY**

**PATTEMORE'S BAKERY**

Kearns Old Stand; Opposite Post Office

## Announcing a new beverage!

## LETHBRIDGE PALE ALE

BREWED FROM THE CHOICEST MAT-  
TERIALS TO ASSURE EXCELLENT  
QUALITY, THIS NEW PRODUCT OF  
THE LETHBRIDGE BREWERIES LIM-  
ITED IS ALL THAT A TRUE PALE  
ALE SHOULD BE.

TRY IT TO-DAY!

LETHBRIDGE PALE ALE  
is supplied by the case from any  
of our warehouses throughout  
Alberta.

LETHBRIDGE PALE ALE  
is served by the bottle at hotels  
and clubs of repute, throughout  
Alberta.

Agents for the Brewing Industry of Alberta  
**DISTRIBUTORS LIMITED**  
PHONES M1830—M4537 **CALGARY**

This advertisement is not licensed by the Liquor Control Board nor by the Government of the Province  
of Alberta.

Calgary's Popular Priced Hotels—

**HOTEL YORK**  
(Everything Newest—Rates \$2.00 to \$3.00)  
Coffee Shop—Best Food—Lowest Prices  
ALSO OPERATING—

**HOTEL ST. REGIS**  
RATES: \$1.00 and \$1.50 Weekly and Monthly Rates

Keep Money in  
your Own Town

## DALEMEAD

A largely attended meeting of the Junior U F A was held at the home of Mr. and Mrs. James Hae last Saturday evening, March 11th. Twenty-two juniors were present. Alfred Priesz very ably occupied the chair, while Miss Lola Wheeler recorded a membership of 17 members. During the course of the evening six more juniors joined the roll so that the local now has a membership of 22. The discussions were very freely participated in, without the usual awkward delays. The conduct of the meeting was exceptional and good order prevailed throughout. Lincoln Wheeler, constituency director and former president of the local was present and assisted in the proceedings while William Newton was elected to represent the local at the Junior Conference in Edmonton this summer. After the conclusion of the business the Chairman called upon Charles Horstman to address the meeting. During the course of his remarks he likened the Junior U F A to a window, through which farm young folk get their first glimpse of the U F A. He read a letter from Central Office to the effect that the Dalemead local had been organized on June 24, 1932 and was therefore approaching its 10th birthday. He wished them many more years but added—What are many years for unless the years be filled with usefulness. He urged them to achieve great things. The balance of the program was given over to games, during which time Miss Janie Rae served a luncheon of sandwiches, Shamrock shaped cookies and corn. A delightful evening was spent at the home of Mr. and Mrs. A. S. Almale in Dalemead last Saturday when eighteen of their friends gathered there for the most popular diversion of the season, namely bridge, five tables being played. Mrs. Ed Winters and Mr. Norman Mutch were awarded the first prizes of a cake stand, while the latter received a shaving set. Consolation prizes of a steel utility hammer and a cracker jar going to Mr. and Mrs. J. H. Dixon. The hostess then served a very delightful

## PETE DE KORT

Carpenter  
STRATHMORE

luncheon in which she was assisted by Mrs. Mayhew Fulton and Mrs. Norman Mutch. The next and last meeting of the Club will be held at the home of Mrs. Holmes. \* \* \* \* \*

Mrs. H. W. Cleveland left recently for Chicago, Ill. and Sarina in Ontario where she will visit with her friends and folks for the balance of the season. \* \* \* \* \*

A nice social evening was spent at the home of Mr. and Mrs. L. C. Hilt last Wednesday evening when about thirty of their friends took them completely by surprise and in this way helped them to celebrate the 21st anniversary of their wedding. They were the recipients of many good wishes, of their friends, while the evening was spent in playing cards. \* \* \* \* \*

The March meetings of the Dalemead U F A and U F W A held last Tuesday afternoon at the home of Mr. and Mrs. C. L. Conner was a pronounced success. Eighteen U F A and 12 U F W A members were present. The ladies meeting in the adjoining room read and discussed Lest Coal Orow's article in the Current issue of the Canadian Home Journal. Mrs. C. L. Conner, Mrs. A. S. Almale, Mrs. T. C. Dutton, Mrs. A. S. Almale and Mrs. J. H. Dixon assisted in the reading after which a lively discussion ensued. In the men's meeting, Mr. Angus McKinnon was the most thorough going speaker. His talk was well developed and in a satisfactory way he answered all questions. The next joint meeting of the locals will be held at the home of Mr. and Mrs. Arthur Gosling on April 7th.

## NAMAKA

Mr. and Mrs. Lawson were the guests of Mr. and Mrs. Mike Brown over Sunday.

The mild weather we have had has melted sufficient snow to form a real skating rink with the assistance of Jack Frost and the young people are enjoying their spare moments on the ice.

The Sunday School was well attended last Sunday. Lets keep up the good work and help make it a success.

The Ladies Aid met at the home of Mrs. Mackie on Thursday of last week with a good attendance. The next meeting will be held at the home of Mrs. Bradshaw next or permitting.

Mr. Ervin's mother arrived Saturday and will be their guest for a few weeks.

Mr. Erickson, experienced barber has rented Mr. Brown's pool room and will operate a barber shop and pool room.

Mr. Jack Paxton is enjoying a holiday with his brother in town. Hans Thomson, Jr. had the misfortune to have his horse fall on his foot. He suffered a good deal of pain but fortunately no bones were broken and his condition is rapidly improving.

The friends of Mrs. George McDougall will regret to learn she is quite ill at her home and we all wish her a speedy recovery.

A resolution sponsored by Mr. M. M. King at the above meeting instructed the secretary to invite all the young men of the district to join the U F A and to participate in its activities. Local U F A meetings are becoming highly interesting affairs, so that it should not be very hard to decide. \* \* \* \* \*

Two important meetings were held in Dalemead during the latter part of the week. Mr. R. A. Newton reported on the trustees' Convention at the High School on Friday, while a meeting called by Mr. C. L. Conner, Councillor for District 1, Shepard was held in the Hall on Saturday afternoon. These meetings will be reported in detail next week. GWH

## STRATHMORE STANDARD

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OFFICE PHONE 17 A. A. MOORE, EDITOR. SEE PHONE 14  
SUBSCRIPTION PRICE \$4.00 PER YEAR IN CANADA  
OUTSIDE CANADA \$6.00 PER YEAR  
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

JOHN BULL  
SAID NOTHING  
AND GOT BUSY

The Toronto Globe in discussing conditions in Britain says:—Six months ago John Bull seemed to be in a bad way. Things generally were not going well at home. The pound had lost its pride of place in world finance and had become the plaything of international exchange. The national budget was in an apparently hopeless mess. Trade was dropping off, and industries had little to do. In fact, John seemed to be in the position of a man who would find it very difficult to negotiate a loan. The world was sorry of course. Wise folk shook their heads and said—rather sadly, he is recovering to their credit—that the old, old story was being repeated. The world was in serious trouble. Philosophers of the street said it was an illustration that no individual or nation could afford to be on top of the world all the time. Critics watched something about pride going before a fall.

But John Bull held his peace; did not say anything at all. He tightened his belt and got busy. First of all by way of housecleaning, he held a general election, which resulted rather satisfactorily. The family rallied round the old man. Taxes were paid before the final date. Economy became the national vanguard. It was hard going for several months, but results were achieved. The budget was reduced to such an extent that a surplus came in. Next Trade began to stir. The pound set about reasserting itself. The outlook brightened.

Presently John Bull, with money in his pocket brought him out of debts that had to be paid some time; so why not now? There was the matter of a few hundred millions owing Uncle Sam; not due yet, of course, but he sent the money over several months ahead

of time. Uncle Sam gasped. So did the rest of the world. What has come over John Bull? He was coming back; that was all; coming back quietly, surely and without any flourish of trumpets.

An old saying has it that in war John Bull loses every battle, but the last one. It is the same in other fields. He has been in a grim struggle with adversity; and, as in the United States, there has been a good deal of muddling. Now all this is being straightened out, and, of course ahead seems fairly clear.

It is illuminating to peep behind the scenes; and to facilitate this Mr. Neville Chamberlain, Chancellor of the Exchequer has obligingly drawn aside the curtain. In introducing his tariff proposals in the House of Commons, the Chancellor said: "I do not believe you can find anywhere else in the world such an exhibition of self-sacrificing and devoted patriotism as has been shown by British taxpayers during the last year."

This explains a great deal. The British taxpayer upplies John Bull's large family, each member of which is doing everything possible to help the head of the house through his temporary difficulties. Now the work is beginning to be done. The critics are confounded. John Bull watching his step carefully, is on the way back to the old familiar haunts. (101)

HON. R. B. BENNETT  
POINTS TO NEW  
SILK MILLS

The Winnipeg Free Press remarks that justifying his tariff as a means for supplying employment, Mr. Bennett in the debate on the Address, pointed proudly to the experience of the 15 silk mills in Canada. Employment in them, as the result of the higher duties imposed by the present government, had increased, he said, from 1,385 in 1920 to 1,972. The actual increase of 587 is not large; it would not do much towards stemming unemployment. But stated in terms of percentages—42 per cent—it sounded rather well. This change, Mr. Bennett said, "was the direct result of the legislation enacted by the House last session."

But was the achievement of employing 585 additional men such? There always is another side to these exhibits. Let us examine it. The first result of the high tariff was to reduce the imports of silk. (Loud cheers from Mr. Bennett, Mr. Hyndman, et al., with cries of "That's the stuff," "Imports are the enemy," "Down with the imports.") Imports of silk fell from \$7,462,476 to \$4,249,144 and the revenue from this source dropped from \$2,191,508 to \$1,828,746. That is to say, the country lost \$362,764 in revenue or \$866 for each of the 585 persons additionally employed. As the rate of duty rose from 25.5 per cent to 37 per cent there was an increased cost to the purchasers of the imported goods which works out at \$266.80, or the equivalent of \$20 for each of the new employees of the silk mills. This was money which had been left in the pockets of its owners would have been extended in other ways thus giving occasion for additional employment in many directions. And to the extent that the price of domestic silk was increased or kept from falling by the additional duty this burden upon the users of silk to the detriment of their capacity for otherwise giving employment, would be enlarged.

We now can cast up the account. In 1920 \$59,764 lost to the Dominion treasury; \$368,580 taken

from the purchasers of imported silk plus an undetected but very considerable amount taken from the purchasers of domestic silk. To this must be added the considerable unemployment which resulted from the reduction in the volume of imports. To illustrate: Toronto newspapers some two months since announced the impending closing of a silk importing house which had a staff of 500 employees.

On the credit side there is an additional employment for 585 silk mill employees. Their wages would, of course, be a spending fund which will go to the support of Canadian trade. What will this fund amount to? Here a quite accurate calculation can be made. According to the Bureau of Statistics workers in the silk mills earn approximately \$975 per year. The 585 additional employees would thus earn an aggregate amount of slightly over half a million dollars. Considering both sides of the ledger a quite good case can be made out in support of the claim that Mr. Bennett's high tariff on silk has not led to any increase in employment has not improved Canadian trade, and has not added to the country's wealth. (101)

SOYBEANS SUITABLE  
FOR MAY AND SEED

Soybeans can be grown for hay or for seed. For hay, the usual method of planting is to drill soil, using the ordinary grain drill. This will require only 1 and a half to 2 lbs. of seed per acre, depending upon the variety and the size of seed. Writes F. Diamond, Central Experimental Farm Ottawa. The emergency hay crop in the event of crop or alfalfa failure, and under the best average conditions should yield from 11-20 to 2-3 tons of hay per acre, depending, of course, on the variety used and the local soil. The crop should be cut for hay when the seeds in the pods are about half formed. For seed, the crop has a feeding value equal to alfalfa hay. For seed, the crop can be drilled

A Week Of .50  
Combination  
Specials

- |  |     |
|--|-----|
| 1 lb Tea and 1 lb Coffee                     | .50 |
| 4 lbs Apples and 1 doz. Oranges              | .50 |
| 5 lbs Sugar and 3 lbs Japan Rice             | .50 |
| 1 Doz. Lemons and 3 Jelly Powders            | .50 |
| 2 lbs Bananas and 3 Grape Fruit              | .50 |
| 20 lbs Potatoes and 10 lbs Carrots           | .50 |
| 2 Robin Hood China Oats                      | .50 |
| 3 Corn Flakes and 1 Ogilvie's China Oats for | .50 |
| 3 lbs Prunes and 2 Tins Tomatoes             | .50 |
| 3 tins Peas and 1 25c Soda Cracker           | .50 |
| 7 bars Gold Soap and 3 Lux Soap              | .50 |
| 6 Chocolate Bars and 7 Pocky Gum             | .50 |

## STRATHMORE TRADING CO.

18 —PHONES— 87

Does Advertising  
Raise Prices?

When you hear of a manufacturer who spends \$100,000 or more each year on advertising, you may feel like saying—"Terrible! What waste! and it is we—the public—who have to pay for it all!"

But stop! Before you make judgments, look at facts.

Manufacturers who advertise spend from 2 to 5 per cent of their sales on advertising. Let us put it at 3 per cent of the price which you pay for their articles of sale. So if you pay 25 cents for an advertised article you are paying three fourths of one cent to pay for making it known to and wanted by you. The price would not be less—indeed, it might easily be more—if the article had no money spent on it to make it known to and wanted by you.

It is economy, so far as you are concerned, to have manufacturers develop a huge demand for their product, by the agency of press advertising. YOU pay for the advertising, of course, but you pay a smaller price for the advertised article than would be necessary if the manufacturer's output were smaller!

Advertised articles have to be better than non-advertised articles, and since they are made in larger quantities, they can be made and sold at least as cheaply as imitative non-advertised articles.

If you are a thrifty and wise buyer, you will buy the article made known to you by faithfully maintained press advertising. The stranger product should be shunned.

Be very friendly therefore, to nationally advertised products—foods, toilet aids, motor cars, radio sets, and all else—which are also locally advertised in this paper.

## RISDON'S MACHINE SHOP

STRATHMORE  
GENERAL MACHINE WORK  
GOOD EQUIPMENT  
EXPERIENCE  
RELIABILITY

AGENTS FOR COCKSHUTT, ALLIS  
CHALMERS, TWIN CITY AND  
MINNEAPOLIS LINES

13 PHONES 87

## HUB

BILLIARD ROOM  
AND BOWLING  
ALLEYS  
STRATHMORE  
Tobaccos and All  
Smokers' Necessaries  
"The Home of Real  
Sport."

R. HAMBLY, Prop.



## Classified Ads

I HAVE QUANTITY OF TRIBY Seed Hattery, Certificate No. 71-1482, Registration 27, per cent in 3 days, unfrozen, will sell or trade for lower grade quality of any sort of hog feed. Sample may be sent to J. G. Craddock's, Heavy Van Der Loop, Strathmore P.O. Mr-303

FOR SALE—MATCHING EGGS White Wyandotte, \$5.00 per hundred. Apply C. O. Dawson, Ardmore. Phone 35 Strathmore. Mr-1610

FOR SALE—FEED OTS Apply C. W. Barber, Uxbridge, Phone 1008, Strathmore Mr-162

FOR SALE—OR TRADE FOR HORSES, two cows one in milk. Apply P. A. Patching, Tuleur P.O. March 22-9

WANTED—ONE THREE H. P. stationary Engine. Apply to Hughes Motors, Strathmore. Phone 31. Mr-1610

FOR SALE—ONE SHORTHORN Cow to freshen soon. Will trade for cattle or good work horses. W. Van Orie, Strathmore, Alta. Phone 2708. Mr-303

LOST—ON SUNDAY Night, between the United Church and the home of C. A. Lydall, pair of Indian horn rimmed spectacles. Finder please phone 31 Strathmore.

WANT TO RENT FARM ABOUT Half Section. Would prefer one fully equipped but not necessary. Apply P. O. Box 2, Namanika Alberta. Mr-303

FOR SALE OR TRADE—FIRST Cut Alfalfa, Phone A. J. Wevers, 217, Strathmore. Mr-259

FOR SALE—FINE QUALITY Oak, about 700 bushels, good for fuel. A. P. Wilson, Strathmore Mr-1610

FOR SALE—TEN TONS BROMIDE Hay, free of weeds. Apply at standard office or H. Bailey, 1 Mile West of Strathmore. P-3-4

FOR SALE—WEBER PIANO in good condition. Mr. H. Good, Namanika, Alta. Mr-1610

FOR SALE—SEVERAL sets of Serviceable Used Plov Hatters from \$200 each, up. Also good used collars, good four piece suits, even, complete \$2.00 and others. Would take potato planter in good order in exchange. G. J. Stock, Lyle, Alta. Mr-244

FOR SALE—VICTORY OATS, 64 per cent germination, 25 cents per bushel. C. H. Hornsby, Lyle, Alta. Mr-303

NOTICE—IF YOU CANNOT get long distance programmes Value P. O. Box 11 on the air, send (no stamps) for plan to build a successful eliminator. State the size of set and distance from station. Cliff Dawson, Ardmore, Alberta. Mr-303

BUY BETTER CHICKS—AN egg in the fall pays the difference. From high producing hens mated with high grade Cockerels. Our breeders are carefully culled and mated. Only two extra chicks with each hundred. No culls. 100 per cent quality. We want your business. When we get it we will hold it because we get it we will hold it. First grades only, all second destroyed. Barred or White Plymouth Rocks, Rhode Island Reds, \$18.00 per 100; 100 White Leghorns, \$17.00 per 100. Order from the nearest branch. Write for free catalogue and understand the advantages of our system. Provincial Hatcheries, Calgary, Edmonton, Alberta. Feb-4-10

DWELLING OF THREE ROOMS for rent. Apply T. M. Wevers, Bank Street, Strathmore. Dec-25-10

FOR SALE OR RENT—TWO lots on Second Street with buildings. Apply T. M. Wevers, Sec-Treas., Town of Strathmore, Alberta. Feb-1-10

FOR SALE—100 TONS ALFALFA selling at \$5.00 per ton. Apply to stock. Apply B. E. Gray, Phone 2418, Strathmore. Mr-234

CHASE & CO. Funeral Home 3rd St. Strathmore Phone 78

## Church Notes

SACRED HEART CHURCH ORDER OF SERVICE STRATHMORE

First Sunday of Month—Low Mass at 9 a.m.

2nd, 4th and 6th Sundays—High Mass at 11 a.m.

Every Sunday—Rosary and recitation of the blessed Sacrament at 1:30 p.m.

Every Thursday—Rosary and Benediction of the Most Blessed Sacrament at 7:30 p.m.

Holy Days of Obligation—High Mass at 9 a.m.

Every Week Day—Mass 9 a.m. Every First Friday of Month—Sacred Heart Devotion, 7:30 p.m. Catechism Classes Every Saturday—3 to 4 p.m.

ST JOHN THE BAPTIST CHURCH LANGDON, ALTA.

2nd and 4th Sundays—Mass at 9 a.m.

ST PHILLIP'S CHURCH CARLELAND, ALTA.

First Sunday of Month—High Mass at 11 a.m.

3rd and 5th Sundays—Low Mass at 9 a.m.

Every Wednesday—Rosary and Benediction of the Most Blessed Sacrament, 7:30 p.m.

Holy Days of Obligation—Mass at 9 a.m.

Catechism Classes every Sunday after Mass.

Rev. Father Dougan, Pastor Strathmore, Carleland, Langdon.

UNITED CHURCH STRATHMORE

Namanika—Services 11 a.m. Namanika Sunday School, 12 Noon Strathmore—Sunday School and Bible Class 11 a.m.

Singled—Services 7:30 p.m.

Subject—'A Pre-Exter Message' REV. E. D. BRUNDAGE

SINCLAIR & JULL Barristers, Solicitors, Notaries MONEY TO LOAN

Office—Elks' Building, CALGARY—ALBERTA

HIRTLE'S THEATRE

FRIDAY & SATURDAY MARCH 18 AND 19

RICHARD ARLEN DOROTHY DEE LOUISE DRESSLER

in "CAUGHT"

A Story of the old west, full of thrills, drama, no comedy

Regular Prices 25 cents and 15 cents

HAMBLYN ELECTRIC CHICKS

Write for free catalogue and understand the advantages of our system. Provincial Hatcheries, Calgary, Edmonton, Alberta. Feb-4-10

HAMBLYN ELECTRIC MATCHES

FOR SALE Electric Cattle Perculator Hopson Taster Electric Fan and Electric Hot Plate. Have also two 4 tube Westinghouse Radios and Victor 3 tube Radios for sale. Apply to T. M. Wevers, Strathmore, Alberta. All in perfect working order. Phone 98 or 2614

## NIGHTINGALE

Mr. T. M. Wevers has returned from Calgary where she spent a few days.

Mr. T. M. Wevers celebrated his 21st birthday last night on March 15th. About 20 people were present and they had a very good time.

Mr. T. M. Wevers did not purchase the store at Nightingale recently.

Mr. T. M. Wevers and family and Mr. T. M. Wevers are leaving for B. C. the end of this week.

UNRESERVED AUCTION

—SALE—

—O—

Having received instructions from the Executors of the late Mr. H. H. Marshall, I will sell by Public Auction absolutely without reserve at the farm a mile South and 1 mile West of Strathmore on Wednesday March 23rd, 1932, at 10:30 a.m.

10 HEAD HORSES—comprising 7 head Work Horses, 2 year olds, and 1 Saddle Horse.

25 HEAD DAIRY CATTLE—comprising 10 Milk Cows, 5 calves, 5 Yearling Holstein Bulls, 3 Head weaned heifers.

75 CHICKENS, 1 FEEDER

HOGS about 115 pounds.

Full line farm Machinery, including 1000 lb. Corn Vender, 1000 lb. Household Furniture, 1000 lb. Household Furniture.

Model 2 1/2 Horse Ford Sedan Terms Cash. No Reserve.

Lunch Provided A. L. ZELL, Auctioneer Phone 10025

Town of Strathmore

TENDERS REQUIRED

—O—

Tenders are required by the Town of Strathmore for the supply of a good serviceable team, with harness and wagon for the use of the Town. Town to be paid and terms per month.

Tenders to be sent to the undersigned on or before 21st March.

T. M. WEVERS, Sec-Treas. Town of Strathmore. Mr-16-23-29

MORTGAGE SALE OF VALUABLE FARM PROPERTY

Under and by virtue of the Power of sale provided by the Land Titles Act under a certain Mortgage, which will be produced at the time of sale, there will be offered for sale by public auction at the Town Hall in the Town of Strathmore, in the Province of Alberta, on Saturday, the 26th day of March, at the hour of 10 o'clock in the afternoon, the following property, viz. Two equal undivided one third shares in certain lands being Partly 1st part of the North East Quarter of Township 24-12 (28) which lies East of Eagle Lake containing 125.52 acres more or less. Second 1/3 That portion of Section 24-12 (28) containing 28.82 acres more or less. Thirdly 1/3 That portion of the South West Quarter of Section 24-12 (28) which lies West of the westerly limit of the P. H. B. Secondary Canal containing 25 acres more or less. All situate in Township 24-12 (28), Range Twenty Four (24) West of the Fourth Meridian known as 'The Zerkis Farm' reserving out or sit portion onto the Canadian Pacific Railway all values and interests.

Terms of the sale to be 10 per cent cash at the time of sale and the balance according to the terms and conditions to be made known at the time of sale or upon application to the Vendor.

The above property will be offered for sale subject to a leased roadway and free from all encumbrances save arrears of taxes and interest amounting to \$100.00 more or less, and taxes and water rental for the current year.

The Vendor is informed that the above property is situate about 8 miles from Strathmore and that there is a dwelling house, barn, granaries and chicken house and a good well on the farm.

For further particulars and conditions of sale apply to T. M. Wevers, Solicitor, Strathmore, Alberta.

Dated at Calgary, Alberta, this 6th day of February, 1932.

T. M. WEVERS, Vendor Approved, W. FORBES, Registrar March 9, 1932

## ROCKYFORD NOTES

All previous notes treated to a splendid Corn Beef and Cabbage supper on Friday evening March 11th in the hall, when the men of the district put on their much needed and least must be good cooks for everything was just done to a turn. Big piles and little more and less more all enjoyed their ability in this line. When the tables were cleared away, Rev. J. H. Gordon of Scarborough United Church of Canada and led upon to deliver to an interested audience his well prepared talk on Harry Lauder, his ready wit and humor carried the evening off in splendid style. The musical selections of Harry Lauder's own composition were highly interspersed.

Many Bridge parties have taken place lately in connection with the Telephone Bridge Contest sponsored by the Eastern Star Chapter. The prizes are well worth playing for and all are enjoying the close of the contest when the winners will be announced.

Mr. Guy Yorkie who has been under the weather for a few days was taken to Calgary Hospital on Saturday morning. His condition is improving from phlegm.

The friends of Mrs. Walrod will regret to hear of the death of her father in the Soldiers Home at Marshfield, Mass. Mr. Strang had reached the old age of 93 and was suffering with all the infirmities of age. Our sympathies are with Mrs. Walrod in her bereavement.

A very pleasant evening was spent last Tuesday at the home of Mrs. John Bragg when her friends surprised her on the occasion of her birthday.

Do not forget the play 'The Debt of the Faith' being supported by St. Rita's Church to be held in the Rockyford Hall Friday March 18th. This is a first and drama in which the following are taking the leading parts: Mrs. J. Kattergren, Mrs. H. Stone, Miss Odella Stann, Miss Mary Colberg, G. Kattergren, H. Wise, W. Althoff, B. Dorch, P. Foster and J. Wilson.

Mr. and Mrs. L. Heston entertained at home last evening. The honors were to Mrs. Pool and Mr. Dietert while Mrs. Dietert and Mr. E. Wilson were the hosts.

The friends of Mrs. Gibson were sorry to hear of her illness which is what needs have been a more serious ailment. On Thursday evening Mrs. Gibson left town. The basement stairs sustaining slight injuries and accident. We hope to see her around again in a few days.

C-O-A-L

STANDARD LUMP COAL

Delivered in Strathmore, per ton \$5.75

ANSON CHASE Phone 78 Strathmore Alta.

FRATERNAL

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## INCREASED INCOME TAX

ADVOCATED BY UNITED FARMERS

Continued from front page

The speakers so far seem to have entirely overlooked the fact that incomes are being taxed at the present time by municipalities and provinces.

Mr. J. H. Gordon, Minister of Finance, as well as by the Federal Government and that in both the latter two cases there is a tendency to increase the rate quite sharply.

He said he thought there should be a seasonal relationship between income tax in Canada and in the United States, otherwise there would be capital leaving for investment in that country.

He did not believe however that those of large income would prove against contributing their 10 per cent in the form of a higher income tax.

He indicated that the income tax was under consideration as a possible means of raising further revenue.

Mr. J. H. Gordon, Prime Minister, refused to consider the inflation of currency as a method of raising price levels as suggested by a resolution by Mr. G. C. O'Brien, United Farmers of Alberta.

The banking system of this country has been in a shiver since the introduction of the new currency. Canada utterly refuses to abandon the gold standard or do anything to discredit the system.

Mr. Gordon in the course of a resolution urged that a committee of the House should inquire into the advisability of amending the Dominion Income Tax Act so as to permit the levying of Dominion taxes without recourse to gold reserve.

'Depletion of gold has resulted in a raising off of Dominion taxes and consequent restriction of credit, resulting in the worst vicissitudes of deflation,' he said, 'and the only way debts can be paid and business balanced will be by getting more money through banks.'

AMERICANS HAVE HEAVY INVESTMENTS IN CANADA

—O—

Toronto (Canada) recent rise to fifth place among the trading nations of the world, marked the increase of its exports to the United Kingdom, resumed or anticipated import embargo on a large number of commodities under preferential treatment, the probable outcome of the forthcoming Anglo-American Economic Conference at Ottawa and other factors having an important bearing on international commerce are viewed at length in their relation to increasing American participation in the industrial activities of the Dominion, in a report made public Wednesday by the Toronto Industrial Commission.

Referring to the outset, upon the authority of official government statistics to the fact that approximately \$1,200,000,000 already is invested by American industries in Canadian branch manufacturing enterprises, the commission states that 'while it is obviously impossible at the present time to initiate with any degree of accuracy the individual effect of these various factors of influence, it nevertheless is equally obvious that actively they have produced and continue to produce a result which is notably significant.'

'Nor is it too much to say that this result to date has contributed to a very considerable extent, to the ability of Canada to weather the world depression better than most other countries a fact attested by numerous governmental and economic authorities in Canada, the United States and elsewhere.'

The growing Canadian domestic market as well as markets abroad, particularly those represented by other British Empire countries which Canadian made products have favorable access, constitute a combined pulling power which American industrialists are finding increasingly difficult to resist, on

## BALDWIN MAY ATTEND ECONOMIC CONFERENCE

—O—

Reports that Mr. Stanley Baldwin may head the British Delegation to the Imperial Economic Conference at Ottawa are interesting as indicative of the importance being placed on the Conference by certain sections in the British Cabinet.

Recent statements made by Mr. Neville Chamberlain suggest he is looking forward to something better than a conference which will bring Britain into close trade relations with the Dominions. Mr. Chamberlain justified the adoption of tariffs by Britain because they would make the foreigner pay for the privilege of selling his goods in Britain, and at the same time enable all the associated countries in the Empire to do a little better among themselves.

This assumption again implies that when British Government spokesmen refer to the Ottawa Conference, it is some tangible commercial agreement they have in their minds. They evidently believe that the Conference will increase the volume of trade between Britain and the overseas empire and the central point is in the course of the idea that more British goods will be exported to the Dominions.

The suggestions that either Mr. MacDonald or Mr. Baldwin may head the British delegation emphasize the importance the Ottawa Conference is assuming in the British public mind. Britain has adopted the most lenient attitude

McCaig & McGuire Barristers, Solicitors, Notaries Public 105 Bank of Commerce Building CALGARY, Alta. Phone M2225 Branch Office at ROCKYFORD

LOWER FARES For Easter Between all points in Canada

1<sup>1</sup>/<sub>4</sub> FARE for ROUND TRIP

Sale dates March 24-27 inclusive

Return Limit March 29, 1932

Information gladly furnished by the Ticket Agent

Canadian Railway Lines

Pioneer Meat Market Quality and Service George Snith Manager

DR. D. C. HAWORTH

DENTIST Will be in Strathmore each Friday From 11 a.m. to 9 p.m. Crown Lumber Building, PHONE 26

CALGARY OFFICE—1011 HERALD BUILDING, Phone M2498

MISS KATHLEEN GREENE will render her Humorous/Realistic. (To suit the Times)

"MARTHA BY THE DAY"

MUSICAL NUMBERS WILL BE RENDERED BY THE STRATHMORE RHYTHMIC ORCHESTRA UNDER THE DIRECTORSHIP OF MISS SEALES.

TUESDAY, MARCH 29 AT THE MEMORIAL HALL STRATHMORE ADULTS 35c CHILDREN (under 12) 20c

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